



# Creative Spec In-Stream

SpotXchange is an active member of the IAB Digital Video Ad Committee that is establishing standards and guidelines for video ad units and measurement

In-Stream	
<b>Description</b>	In-stream video ads closely resemble TV advertisements. They may appear before, between or after content (i.e. videos, games, articles or other content)
<b>Duration</b>	15-30-second
<b>Audio</b>	Permitted
<b>Format</b>	For best quality, submit uncompressed or lossless digital files: QuickTime or .AVI. Additional acceptable formats include .asf, .dv, .flv, .mpg, mp4, .mov, .wmv, 3gp, .3gp2  No slate, no black at head or tail, no dissolves. The file must be the exact duration of the spot  VPAID SWF is an acceptable format type
<b>Aspect Ratio</b>	4:3
<b>Frame Size</b>	Either 720x540, 640x480 or 480x360
<b>Frame Rate</b>	24 or greater frames per second
<b>Click-Thru URL</b>	Video ad may be clickable, please supply a click-thru URL
<b>Third Party Tags</b>	Third party tracking tags are accepted from Atlas, DoubleClick and most other providers
<b>Third Party Serving</b>	VAST 2.0 feed, FLV, MP4 and VPAID SWF formats are supported

In-Stream Companion Banner	
<b>Description</b>	Most streaming video opportunities are accompanied by a synchronized 300x250 display banner
<b>Size</b>	300x250
<b>Audio</b>	Not permitted
<b>Animation</b>	Permitted. Unlimited looping
<b>Format</b>	.gif, animated .gif, jpg, jpeg, swf, jpe, png
<b>Max File Size</b>	gif/jpeg=40K; swf=50K
<b>Rich Media</b>	Floating and expandable units not permitted
<b>Click-Thru URL</b>	Companion banner is clickable, please supply a click-thru URL
<b>Third Party Serving</b>	Third party tags are accepted from Atlas, DoubleClick and most other providers. If third party HTML tags (javascript, Iframe/Ilayer etc) are provided, a single redirect to the creative asset must also be provided as not all placements support HTML tags
<b>Special Note on SWF Banners</b>	SWF Flash banners must be coded properly for correct click and impression tracking. They must contain the clickTAG variable. Refer to <i>Building Macromedia Flash Banners with Tracking Capabilities</i> at <a href="http://www.adobe.com/resources/richmedia/tracking/adserving_guide/">http://www.adobe.com/resources/richmedia/tracking/adserving_guide/</a> and <i>Tracking Macromedia Flash Movies</i> at <a href="http://www.adobe.com/resources/richmedia/tracking/adserving_guide/">http://www.adobe.com/resources/richmedia/tracking/adserving_guide/</a>





# Creative Spec In-Banner Video Ads

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In-Banner Video Ad	
<b>Description</b>	In-banner ads are rich-media banners that can be placed in any HTML page to display a video ad. When the page loads, the video ad begins playing with muted volume. If the user clicks to interact with the ad, the video rewinds and starts playing from the beginning with sound. The user may also click-thru the ad to get to the advertiser's landing page
<b>Size</b>	300x250
<b>Duration</b>	Unlimited
<b>Audio</b>	User-initiated
<b>Format</b>	For best quality, submit uncompressed or lossless digital files: QuickTime or .AVI. Additional acceptable formats include .asf, .dv, .flv, .mpg, mp4, .mov, .wmv, 3gp, .3gp2  No slate, no black at head or tail, no dissolves. The file must be the exact duration of the spot
<b>Aspect Ratio</b>	4:3
<b>Frame Size</b>	Either 720x540, 640x480 or 480x360
<b>Frame Rate</b>	24 or greater frames per second
<b>Click-Thru URL</b>	In-banner Video Ad may be clickable, please supply a click-thru URL
<b>Third Party Tags</b>	Third party tracking tags are accepted from Atlas, DoubleClick and most other providers
<b>Third Party Serving</b>	Third party serving is supported, advertiser must supply HTML tag for ad serving





# Creative Spec Interactive Units

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GO BIG	
Description	Branded unit that expands and displays a 15-30-second video ad with 3 calls to action – Follow on Twitter, Connect on Facebook, Visit Website – allows users to view ad in rich video environment and connect with brand on social networks
Duration	Up to 90-seconds
Audio	Permitted
Format	<p><b>Smaller Header Image:</b> 660x110 pixels, with CTA, as a PSD file*</p> <p><b>Big Header Image:</b> 848x130 pixels, including logo, as a PSD file*</p> <p><b>Optional Footer Image:</b> 848x130 pixels as a PSD file*</p> <p>*Also accept JPG, PNG, GIF, AI, PDF, EPS, TIFF</p> <p><b>Video:</b> 1920x1080 pixels, as an MOV, F4V or MP4 file, using H.264 codec, not interlaced: pixels should be square, ideally with 3000K bitrate. No bumper or any other material that requires editing</p> <p><b>SWF File or Image:</b> 660x77 pixels, with CTA</p>
Aspect Ratio	16:9
Click-Thru URL	Please supply header and CTA destination links
Third Party Tags	Third party tracking tags are accepted from Atlas, DoubleClick and most other providers





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MAXIT	
Description	Branded ad unit that begins with a teaser video and opens into a full screen takeover with multiple overlays appearing every 15-seconds after the ad is clicked on. High dwell time numbers due to the uninterrupted video viewing experience and higher percentage of users completely watching the video
Duration	Up to 60-seconds
Audio	Permitted
Format	<p><b>Banner Images:</b> 300x250, 728x90 and 160x600 pixels. Basic-layered PSD or fireworks PNG files. Best-FLA AS3 files + AS files (support libraries that are needed) + images in a directory (allows for CTA editing). SWF files are also acceptable if FLA's are not available</p> <p><b>2 Videos:</b> A 15-second snack video and 60-second video, both MOV, F4V or MP4 files, using H.264 codec, progressive and not interlaced, 1920x1080 pixel size preferred (300x176 pixel minimum size), pixels should be square, ideally with 3000K bitrate</p> <p><b>Overlay Message:</b> Overlay can be images as layered PSD or Fireworks PNG files, animations, or even little videos – mini in-banners</p> <p><b>SWF File or Image:</b> 660x77 pixels, with CTA</p>
Aspect Ratio	16:9
Click-Thru URL	Please supply destination links
Third Party Tags	Third party tracking tags are accepted from Atlas, DoubleClick and most other providers
Other	<b>Copy:</b> List of products, details or additional information for overlays to appear at specific points during the video





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Instant Offer	
Description	Branded ad unit that displays a 15-30-second video ad that allows users to print a coupon for a featured product; an additional way for users to be engaged with the ad
Duration	15-30-second
Audio	Permitted
Format	<p><b>Header Image:</b> 300x50 pixels with logo and a CTA as a PSD file*</p> <p><b>CTA Image:</b> 300x50 pixels, i.e. Show Coupon, as a PSD file*</p> <p><b>Initial Image:</b> 300x200 pixels, before the video, as a PSD file*</p> <p>*Also accept JPG, PNG, GIF, AI, PDF, EPS, TIFF</p> <p><b>Video:</b> 16:9 or 4:3 format; max 720 pixel width. MOV, MP4, AVI formats preferred</p> <p><b>Large Coupon Image:</b> For printing, max size 400x600</p>
Aspect Ratio	16:9
Click-Thru URL	Please supply destination links
Third Party Tags	Third party tracking tags are accepted from Atlas, DoubleClick and most other providers

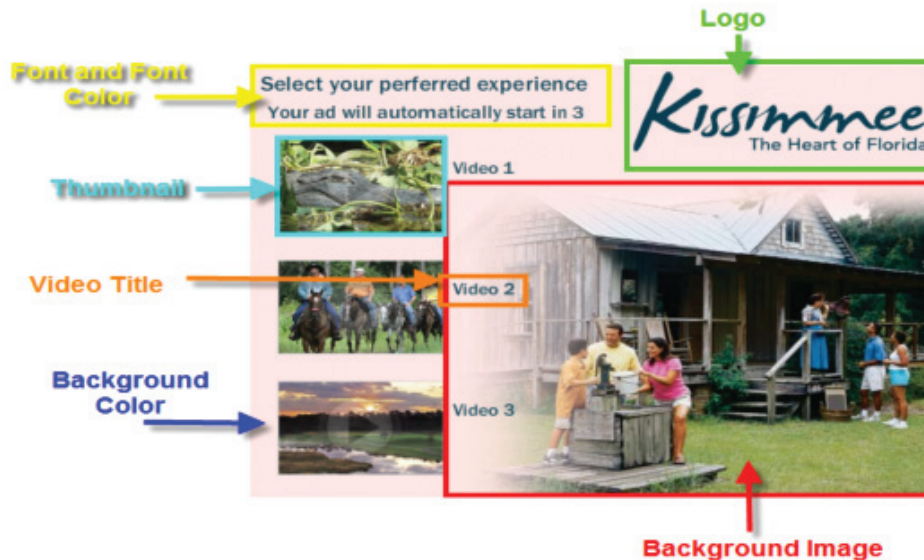




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Ad Selector	
Description	Branded ad unit that gives users the power to choose which ad they watch before moving on to their video content; allows users to personalize their ad experience
Duration	15-30-second
Audio	Auto
Assets	<p><b>Background Image:</b> max 500x375 - 400x300 preferred</p> <p><b>Logo with Transparent Background:</b> max 250x75</p> <p><b>2-4 Videos:</b> 15-30-second &lt;3MB</p> <p><b>Video Titles:</b> &lt;25 char</p>
Optional Assets	<b>Font Color:</b> HEX, <b>Font Type,</b> <b>Background Color:</b> HEX, Video Thumbnails 240x160
Tracking Options	Impression URL, Click URL, Click Tracking
Per Video Tracking Options	Video Selected, Video Impression, Video Click URL, Video Click Tracking, Video 25% View, Video 50% View, Video 75% View, Video 100% View





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## In-Banner Expandable

<b>Description</b>	Displays a 15-30-second in-banner video with multiple calls to action and expands one second after users roll over the unit. Users are provided an additional way to connect with the brand through social networks.
<b>Size</b>	300x250; Expands up to 600x500 upon user-initiation
<b>Duration</b>	Up to 30 second without user interaction
<b>Audio</b>	User-initiated
<b>Format</b>	4:3 or 16:9 .mov, .mp4, or .avi are preferred
<b>Aspect Ratio</b>	4:3 or 16:9
<b>Frame Size</b>	300x250 - 300 pixels max width; Expanded – 720 pixels max width
<b>Frame Rate</b>	24 fps
<b>Third Party Tracking Tags:</b>	1x1 tracking is accepted

